

1. Discussion Objective:

Work Session Date: Sept 3, 2013

Sponsorship levels for major Parks and Recreation Special Events.

2. Submitter of Information:

☐ Council
☒ Town Staff
☐ Town Attorney


3. Estimated Time for this item: 15 minutes

5. Background:

I have created a draft of varying levels of sponsorship opportunities for businesses, individuals, or groups that may wish to sponsor town special events. Each level features benefits unique to their respective sponsorship level.

Attachments:

- Draft of Sponsorship Levels and Benefits

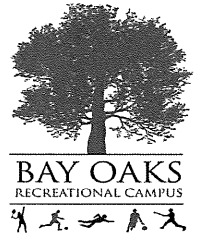
| Town Manager | Town Attorney | Finance Director | Public Works Director | Community Development Director | Parks & Recreation Director | Town Clerk |
|-------------------------------------------------------------------------------------|---------------|------------------|-----------------------|--------------------------------|-----------------------------|------------|
|  | | | | | RN | |



Fort Myers Beach Parks and Recreation

Sponsorship Levels & Benefits

DRAFT



Public, Private or corporate sponsorship donations and contributions are encouraged and welcomed.

*Each Sponsorship Level amount applies to ONE Parks and Recreation Special Event

Friend: Sponsorship Amount \$500

- Business listed on event activities signage
- Business listed as sponsor on all press releases

Supporter: Sponsorship Amount \$1,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee

Bronze: Sponsorship Amount \$2,500

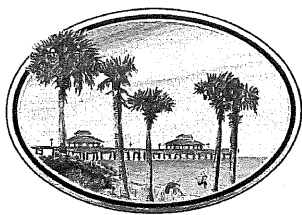
- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide

Silver: Sponsorship Amount \$5,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- 10 x 10 Tent in event area with 2 tables, 8 chairs and tent signage

Gold: Sponsorship Amount \$10,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- 10 x 10 Tent in event area with 2 tables, 8 chairs and tent signage
- 2 VIP parking passes to the event



Fort Myers Beach Parks and Recreation Sponsorship Levels & Benefits



Platinum: Sponsorship Amount \$20,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- Sponsorship Banner on event stage
- 20 x 20 Tent in event area with 4 tables, 16 chairs, tent signage and Refreshments
- 3 VIP parking passes to the event

Title: Sponsorship Amount \$30,000

- Business listed on event activities signage
- Business listed as sponsor on all press releases
- Acknowledgement of main Sponsor to event attendees by event emcee
- Reserved Display area at sponsored event
- Business listed in upcoming Parks and Recreation Department newsletter and program guide
- Business logo included on Parks and Recreation Special Events on the Town's Website
- Business listed as sponsor on all Town's Radio Station 2 weeks leading up to the event
- Sponsorship Banner on event stage
- 25 x 25 Tent in event area with 4 tables, 16 chairs, tent signage and Refreshments
- 5 VIP parking passes to the event
- Business shares in event name of established large-scale Special Event

Parks and Recreation Special Event Sponsorship Intent

☐

Yes, We are interested in becoming an Event Sponsor!

Please specify AMOUNT and Event (s) _____

Name of Organization or Business: _____ Contact name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone (business): _____ Cell: _____ Email: _____

Town of Fort Myers Beach Parks and Recreation Department (239)765-4222 www.fortmyersbeachfl.gov